



HeForShe

UN Women Solidarity Movement
for Gender Equality

ACTION KIT

FOR UNIVERSITIES

Dear University Student,

Are you ready to change the world?

HeForShe believes that we can achieve gender equality in our lifetime. But we need your energy and ideas. All you need to do is dream big and start now!

This action kit is where it all begins. As a HeForShe Campus Catalyst, you can:

- Create a network of HeForShe Campus Catalysts at your school
- Organize HeForShe events to spread the word to students, university administrators, and faculty members
- Become part of a global movement of youth leaders taking action for the achievement of gender equality

But don't stop there. Tell us what gender equality means to you and your classmates and what you've been doing to change the world. Share your photos, videos and reflections at [@heforshe](#) and [HeForShe.org](#).

Have any questions or suggestions? Email us at: HeForShe@unwomen.org. We'd love to hear from you!

Thank you for changing the world with us,

The HeForShe Team

What is HeForShe?

The HeForShe solidarity movement was created by UN Women to provide a systematic approach and targeted platform where a global audience can engage and become change agents for the achievement of gender equality in our lifetime.

This requires an innovative, inclusive approach that mobilizes people of every gender identity and expression as advocates, and acknowledges the ways that we all benefit from this equality. HeForShe uses online, offline, and mobile phone technology to identify and activate advocates in every city, community, and village around the world.

Since its launch on 20 September, 2014, by UN Secretary- General Ban Ki-moon and UN Women Global Goodwill Ambassador Emma Watson, hundreds of thousands of supporters from around the world – including Heads of State, CEOs, global luminaries, and people from all walks of life – have committed to gender equality.

HeForShe has been the subject of more than 2 billion conversations on social media, with off-line activities reaching every corner of the globe. Check out [Emma Watson's launch speech](#) and our [TED Talk](#) to learn more.

What can you do?

There is so much you can do on campus to support HeForShe. Below is a list of ways you can get involved. If we've missed something, we'd love to hear from you. Tell us how you're making a difference by dropping us a line at HeForShe@unwomen.org:

Launch a HeForShe Club to bring supporters together

- **Need club members?**

Tweet, post on Facebook, or email ten friends and let them know. You can also invite members of existing clubs, like Amnesty International or Model UN.

- **Need a place to host?**

Book space in your university's student center, multipurpose room, classroom, college art museum, theatre, common areas, the campus bookstore, a lecture hall, or simply find a seat outdoors.

- **Spread the word**

Share information about HeForShe and upcoming campus events. Not sure where to start? Ask your campus bookstore to distribute flyers. Advertise your upcoming HeForShe event on your university's website or Facebook/Twitter accounts. Ask professors to make an announcement during a class. Hang a HeForShe banner in your Student Union. Gather a few friends and chalk the sidewalks with information about HeForShe and gender equality.

Take HeForShe to the whole student body with campus-wide events

- **Launch a speaker series**
Invite thought leaders from within and beyond your university to speak out about gender equality.
- **Dedicate a week to HeForShe**
During major campus events, like Fresher's Week, Senior Week, conferences, or concerts, organize a HeForShe event to raise the profile.
- **Got a problem that needs solving?**
Partner with faculty to organize a gender-focused Hackathon. We're inspired by the development of campus first-responder apps, and hackathons for social good.
- **Build a pipeline of role models**
Invite high-potential female high school students to campus to shadow current STEM students.

Work with athletes to level the playing field

- **Dress the part**
Invite sports teams on your campus to wear HeForShe t-shirts during practice.
- **Move on**
Bring together athletes to discuss how we can all move past gendered language like "Man up," "Boys don't cry," and "Throw like a girl."
- **Join in the fun**
Invite co-ed teams to local elementary schools, engaging girls and boys in sports.

Use your imagination and work with artists on campus

- **Feeling creative?**
Launch a HeForShe exhibit and invite student artists to illustrate what HeForShe means to them.
- **Act it out**
Swap the gender roles of a well-known play or use improv and spoofing to challenge stereotypes. Host a discussion afterwards, and hear from everyone what it meant to them.

Engage your residential community in HeForShe

- **Get comfy**
Screen and discuss a gender-related documentary. Need ideas? Try *The Mask You Live In*, *Girl Rising*, or *Miss Representation*.
- **Print it, post it, flag it**
Post HeForShe flyers throughout your residence hall or create a gender-focused bulletin board.

- **Are you a book worm?**

Bring friends together for a monthly HeForShe Book Club and discussion. Try *Bad Feminist* by Roxane Gay, *Half the Sky* by Nicholas Kristof and Sheryl WuDunn, or *I Am Malala* by Malala Yousafzai.

Communicate on campus to spread the word about HeForShe

- **Like to write?**

Create a dedicated Op-Ed column in your student newspaper, addressing everything from campus issues to global issues. Invite faculty and students to contribute.

- **Have a campus radio station?**

Host a debate or interview about gender issues on campus or around the world.

- **Need to get the word out?**

Use any and all social media platforms available on your campus to publicize your event, from Facebook and Twitter, to campus newspapers, radio stations, and the university website.

Need more ideas?

- **Like to volunteer?**

Organize a HeForShe service trip. Gather a few friends on a weekend morning to lend a hand at a mentoring program or domestic abuse shelter.

- **Get the coffee brewing**

Host a HeForShe Coffee Chat on campus or at a local coffee shop. Invite a gender studies expert, perhaps someone from your school, to facilitate a conversation between professors and students about their experiences of gender norms/stereotypes.

- **Bring back alumni**

With your Career Center, organize a panel of female graduates to explore gender in the workplace – everything from unconscious bias to salary negotiation.

Ready, set, inspire!

Start today and let us know how things go!

Be creative and remember to have fun – if you feel stumped or simply don't know where to start, reach out to an administrator or faculty member on your campus, or drop us a line at HeForShe@unwomen.org.

We know what you do today will change the world. We CAN and we WILL achieve gender equality this 21st century!